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11/8/54

fashion calendar

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35 WEST 53rd STREET • NEW YORK 19

RUTH FINLEY, EDITOR FRANCES HUGHES, ASSOCIATE EDITOR

1954

january	february	march	april
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, NOVEMBER 5, 1954</u>			
Friday Nov. 5 9:30 A.M. Breakfast	PRESS PREVIEW OF MR. MORT'S FASHIONS Saks Fifth Avenue will present Holiday and Resort fashions by Mr. Mort. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Beginning Friday Nov. 5 10:00 A.M.	OPENING OF SPRING COLLECTION "Fashions of Distinction"--Philip Hulitar's Spring collection at 10:00 and 4:00 daily. By appointment. Contact: Peter Galligan, BR. 9-7880.	PHILIP HULITAR, INC.	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Friday Nov. 5 11:00 A.M.	PRESS PREVIEW: RESORT JEWELRY COLLECTION Round-table preview for syndicate and newspaper editors of Kramer's Resort jewelry collection. By invitation only. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872.	KRAMER JEWELRY	393 FIFTH AVENUE SHOWROOM
Friday Nov. 5 12:30 P.M. Luncheon	FASHION SHOW FOR HOTEL ASSOCIATION De Pinna will present a showing of what the well-dressed hotel manager and his guests should wear. Also, 100 years of fashions presented by Traphagen School. By invitation. Producer: Nola Luxford, TE. 8-8000.	AMERICAN HOTEL ASSOCIATION	HOTEL BILTMORE BALLROOM
Friday Nov. 5 6:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS Nov. 5: Cesar Rubio. Nov. 12: Herma G. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE

WEEK BEGINNING MONDAY, NOVEMBER 8, 1954

Beginning Monday Nov. 8 9:00 A.M. Breakfast	CRUISE AND SPRING JUNIOR COLLECTION Lanz will present junior dresses and separates for Cruise and Spring. <u>Showings at 9:30 A.M. daily</u> , following breakfast, for two-weeks. Contact: Audrey Waymouth at Lanz Originals, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY ROOM 2603
Monday Nov. 8 9:00 A.M.- 11:00 A.M.	PREVIEW OF HOLIDAY TABLE SETTINGS James McCutcheon will present imported and domestic table cloths by Leacock; also, china, silver and center pieces. (<u>Note Change of Date</u>). By invitation only. Publicity: Kathryn Grimes, EL. 5-1000.	JAMES McCUTCHEON & CO.	MAIN FLOOR
Monday Nov. 8 10:30 A.M.	SHOWING OF SPRING SHOES AND BAGS "Eye-Appeal" collection of Town and Country Shoes and Bags for Spring 1955. By invitation. Publicity: Mrs. Eleanor Howard, CH. 4-3620.	TOWN & COUNTRY SHOES & BAGS	EMPIRE STATE BLDG. 69TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>SPRING OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)</u>			
<u>MONDAY, NOV. 8</u>			
	J L F Original, Inc.10:30 A.M.	1372 Bway, WI. 7-3200
	International Dress Co.2:00; thereafter 10:30 & 2:30	1400 Bway, LA. 4-7100
	Harvey Berin, Ltd.4:00 P.M.	530 7th, PE. 6-0206
<u>TUESDAY, NOV. 9</u>			
	Herbert Sondheim, Inc..10:30 A.M.	530 7th, LA. 4-7540
	A. Goodman & Co., Inc..10:30 A.M. & 1:30 P.M.	530 7th, WI. 7-4077
	Hannah Troy, Inc.1:00 P.M.	530 7th, LO. 3-0988
	David Levine Co.2:30 P.M.	530 7th, LA. 4-0237
	Samuel Winston, Inc..4:00 P.M.	530 7th, CH. 4-2617
	Ben Barrack, Inc.Continuous daily	533 7th, LO. 4-3923
<u>WEDNESDAY, NOV. 10</u>			
	William Fox, Inc.1:00 P.M.	530 7th, OX. 5-4070
	Larry Aldrich Co., Inc..2:30 P.M.	530 7th, CH. 4-1872
<u>THURSDAY, NOV. 11</u>			
	Frank Starr, Inc.1:00 P.M.	530 7th, LA. 4-7690
	Grabois1:15 P.M.	498 7th, CH. 4-2767
	Nat Kaplan1:15 P.M.	498 7th, LO. 5-4115
		Thereafter 10:30, 1:15, 4:00	
	Rudolf Gowns1:15 P.M.	530 7th, WI. 7-6865
<u>FRIDAY, NOV. 12</u>			
	Ed Gerrick, Inc.2:30 P.M.	550 7th, LO. 4-1820
	Contact: Leonard W. Gendler, Executive Secretary, FOGA, CH. 4-6945.		

Beginning Monday Nov. 8 12:00 Noon	OPENING OF SPRING & RESORT COLLECTION "Lovely To Look At"--showing of Louis Goldstein's Resort and Spring coat and suit collection. (Show followed by luncheon). By invitation only. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO., INC. 512 SEVENTH AVENUE SHOWROOM - 32ND FL.
Monday Nov. 8 12:00 Noon Luncheon	PRESS PREVIEW OF UPHOLSTERED FURNITURE "Contemporary Concept"--preview of upholstered furniture collection designed by Edward Klein and Joseph LoMonaco. By invitation only. Publicity: Louise Sloane, WI. 7-4625.	WARREN-LLOYD, INC. 132 BECKWITH AVENUE PATERSON, N.J.
Monday Nov. 8 2:00 P.M.	SPRING COATS AND SUITS Showing of Spring coats and suits daily at 2:00 P.M.	HARRY FRECHTEL 205 WEST 39TH STREET SHOWROOM Contact: PE. 6-1310.
Monday Nov. 8 2:00 P.M.	SHOWING OF SPRING COATS AND SUITS Spring coats and suits at 2:00 P.M. daily. By appointment: Contact: LA. 4-2544.	BEN GERSHEL & CO., INC. 512 SEVENTH AVENUE SHOWROOM
Beginning Monday Nov. 8	SPRING COAT AND SUIT COLLECTION Daily showings of Spring coat and suit collection by Baitch & Castaldi. Contact: David Baitch, LO. 4-8220.	BAITCH & CASTALDI, INC. 230 WEST 39TH STREET SHOWROOM - 12TH FL.
Beginning Monday Nov. 8	SHOWING OF SPRING SUITS Surrey Classics' unlined suits for Spring at continuous daily showings. Contact: LA. 4-5111.	SURREY CLASSICS 498 SEVENTH AVENUE SHOWROOM - 16TH FL.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday Nov. 8 6:30 P.M.- 8:30 P.M.	FOURTEENTH FASHION TRAINING COURSE Sixth session: "Advertising"--Stores, Agency. Speakers: Florence W. Goldin, Grey Adv. Agcy.; Alieda Van Wesep, Lord & Taylor.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	COMMUNITY BUILDING 40 EAST 35TH STREET
	lecture. Contact: The Fashion Group, CI. 7-3940.		\$2.00 per

Monday Nov. 8 7:00 P.M.- 8:45 P.M.	26TH ANNUAL SURVEY OF ADVERTISING COURSE Subject: "National Advertising Copy"--Choosing, Testing and Developing a Copy Theme. Speaker: Jean Wade Rindlaub, Vice-Pres., BBD&O.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
	per lecture. Contact: Advertising Women, 110 W. 47th St., CI. 5-4149.		\$2.00

Monday Nov. 8 8:00 P.M.	OPENING: METROPOLITAN OPERA'S 70TH SEASON The 1954-55 Metropolitan Opera Season, with scenes from "La Boheme", "Barber of Seville", "Aida", and "Prologue to Pagliacci." Mia Slavenska, prima ballerina featured in triumphal scene of "Aida." This season's opening night will be telecast through Theatre Network Television on a closed circuit in selected theatres throughout the country. Fashions from the Third International Couturier collection, assembled and staged by the Celanese Corporation of America, will be worn by celebrities and models in lobby before curtain time. They will also be shown on the closed circuit telecast from the Opera Guild Room during one of the intermissions. Met. Opera Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH ST.
	<u>OPENING NIGHT BOX-HOLDERS AT THE METROPOLITAN OPERA</u>		

For the convenience of fashion reporters who want to know who's who in the Diamond Horseshoe on Opening Night at the Opera, FASHION CALENDAR again publishes this list of Opening Night box-holders and their box numbers, released by N. W. Ayer & Son, Inc. (in the interest of diamonds, of course) in cooperation with the Metropolitan Opera.

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| 1. Mr. & Mrs. Edward M. Gilbert | 2. Mrs. Sterling F. Boos |
| 3. Mr. George Bagby | 4. Mrs. John Wells Heard |
| 5. Mr. Ephraim Propp | 6. Mr. K. A. Zilkha |
| 7. Mrs. Lorraine Manville | 8. Mr. & Mrs. Donald Peabody Blagden |
| 9. For Theatre Network TV | 10. Mrs. Richard Tucker |
| 11. For Theatre Network TV | 12. Mr. & Mrs. Barney Balaban |
| 13. For Theatre Network TV | 14. Mr. Howard R. Suslak |
| 15. Mr. & Mrs. M. Kulukundis | 16. Mr. Allan Bronfman |
| 17. Name Withheld | 18. Mr. & Mrs. Walter D. Floersheimer |
| 19. Mr. & Mrs. Charles H. Revson | 20. Mr. & Mrs. William K. Dick |
| 21. Mrs. Ceil Chapman | Mr. & Mrs. Edward F. Hutton |
| 23. Mr. Rudolph Bing | 22. Mr. C. V. Whitney |
| 25. Mr. & Mrs. Lowell Wadmond | 24. Mr. Mortimer S. Gordon |
| 27. Mr. & Mrs. Joseph A. Martino | 26. Mr. Cornelius V. Starr |
| 29. Mr. & Mrs. Theo. C. Wiehe | 28. Ambassador Leo Mates |
| 31. Mr. & Mrs. A. J. Lubash | 30. Mr. & Mrs. Carl H. Pforzheimer |
| 33. Mr. & Mrs. Vincent Sardi, Jr. | 32. Mrs. Curtis E. Calder |
| 35. For Theatre Network TV | 34. Mrs. J. B. Haggin |

Tuesday Nov. 9- Nov. 10 8:30 A.M.- 10:30 A.M.	FIRST ANNUAL FEBRUARY PROMOTION "The Heart of Fashion"--showing of Spring fashions from "Mademoiselle's" February issue. For stores, by invitation only. Contact: Ninki Hart, Pl. 9-2080, Ext. 295.	MADemoisELLE MAGAZINE (575 MADISON AVENUE)	1407 CLUB 1407 BROADWAY
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 9 9:00 A.M. Breakfast	PREVIEW: SPRING LINGERIE, INFANTS', CHILDREN'S WEAR "Carterama"--press preview of Carter's Spring and Summer lingerie, includ- ing nylon tricot for women and junior figures; infants', children's, men's and boys' wear. Also, premiere of a new Carter line for women. Showing: 9:30-10:30 A.M. Complete display before and after show. Publicity: Lois Gifford, BBD&O, 383 Madison Ave., EL. 5-5800.	THE WILLIAM CARTER CO.	100 PARK AVENUE SHOWROOM - 23RD FL.
Tuesday Nov. 9 9:00 A.M. Breakfast	COATS AND SUITS BY BONNIE CASHIN Preview of a special group of Travel and Spring coats and suits, designed by Bonnie Cashin for Mr. Siggy. For press and stores, by invitation only. Contact: Pat Wilson, CH. 4-3847.	SIGGY COAT CO. (512 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Beginning Tuesday Nov. 9 10:30 A.M.	OPENING OF SPRING BRIDAL COLLECTION Murray Hamburger's Spring bridal collection, designed by Gaston Mallet. Continuous showings thereafter. Contact: Florence Hamburger, BR. 9-2680.	MURRAY HAMBURGER & CO.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Nov. 9 10:30 A.M.	SPRING COUTURE AND BOUTIQUE COLLECTIONS Jane Derby will present Spring couture and boutique fashions on Nov. 9, 10, 12 at 10:30 A.M. By invitation. Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130.	JANE DERBY, INC.	785 FIFTH AVENUE SHOWROOM - 5TH FLOOR
Beginning Tuesday Nov. 9 10:30 A.M.	OPENING: SPRING COAT AND SUIT COLLECTION Showing of Zelinka-Matlick's Spring coat and suit collection at 10:30 A.M. and 2:00 P.M. daily. Contact: Jerry Matlick, BR. 9-8683. Publicity: Laurel Cutler at C.J. Herrick, 22 East 67th St., TR. 9-6310.	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Tuesday Nov. 9 10:30 A.M.	SPRING COAT AND SUIT COLLECTION Spring coat and suit showings at 10:30 and 2:30 daily. Contact: LA. 4-3310.	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM
Tuesday Nov. 9 11:00 A.M.	SPRING COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Spring coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Daily trade showings of Frank Gallant collection with Brigance group, beginning Wednesday, Nov. 10 at 11:00 A.M. Contact: Herbert Gallant, LA. 4-7285.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Tuesday Nov. 9 11:00 A.M. Coffee	PREVIEW OF NEW ELECTRONIC ORGAN Preview of electronic home organ in new colors. Press invited. Publicity: Morris Silver at Publicity Corp. of America, OX. 7-1841.	THE MINSHALL ORGAN CO.	GOVERNOR CLINTON HOTEL GREELEY ROOM
Tuesday Nov. 9 12:00 Noon	OPENING OF SPRING COLLECTION Collection for Spring at 12:00 noon daily. Contact: CH. 4-3488.	SEYMOUR JACOBSON	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
Beginning Tuesday Nov. 9 2:00 P.M.	OPENING: SPRING COAT AND SUIT COLLECTIONS Showings at 2:00 P.M. of Belliciano and Belliciette (5'4" and under) Spring coats and suits. Publ.: Peggy Cantor at Dave Bellsey, LA. 4-2036.	DAVE BELLSEY CO., INC.	512 SEVENTH AVENUE SHOWROOM - 30TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday Nov. 9 1:00 P.M.	OPENING OF SPRING COLLECTION Showing of Hannah Troy's Spring collection at 1:00 P.M. daily. Contact: LO. 3-0988. Publicity: Gladys Steiner at Lester Harrison, MU. 9-1630.	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Nov. 9 2:30 P.M.	PREVIEW OPENING: SPRING COATS AND SUITS Arthur Jablow will present his Spring collection of couture coats and suits to the press and buyers. <u>Trade showings daily thereafter at 10:30 A.M.</u> Publicity: Rose Hilton, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Beginning Tuesday Nov. 9 2:30 P.M.	OPENING OF SPRING COLLECTION David Levine will present his Spring collection at 2:30 P.M. daily. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE CO.	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Nov. 9 2:30 P.M.	OPENING OF SPRING COLLECTION Jerry Parnis will present her Spring collection at 2:30 P.M. daily. Contact: CH. 4-0619. Publicity: Mildred Kaldor, MU. 9-5420.	JERRY PARNIS, INC.	530 SEVENTH AVENUE SHOWROOM - 7TH FLOOR
Tuesday Nov. 9 3:30 P.M.	PREVIEW OF SPRING COLLECTION Preview for press and buying offices of Spring dresses, suits and ensembles. By invitation only. <u>Showings daily thereafter at 11:30 and 3:30.</u> Publicity: Betty Yarmon, LO. 4-9194.	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Wednesday Nov. 10 9:00 A.M. Continental Breakfast	PREVIEW: SPRING CASUAL COATS Valmeline Imports, Ltd., innovator of the "foreign intrigue look," present their new "V" silhouette in Spring designer-styled, imported, all-weather coats for men, women and children. By invitation only. Publicity: The Ruth Lundgren Co., MU. 6-0686.	VALMELINE IMPORTS, LTD. (40 WEST 37TH STREET)	SAVOY PLAZA LE CHATEAU - 11TH FL.
Wednesday Nov. 10 12:00 Noon Luncheon	PREVIEW OF SPRING DRESS COLLECTION Dan Keller's press preview of casual and sport dresses and ensembles. By invitation only. Continuous thereafter. Publ.: Margaret Hodge, BR. 9-2643.	DAN KELLER CO., INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Wednesday Nov. 10 12:30 P.M. Luncheon	FASHIONS IN FABRICS BY STEHLI AT LUNCHEON "Moonlight, Roses, and You"--fashions by leading designers in Stehli fabrics, and featuring a group of Stehli silks imported from Switzerland. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Stehli Publicity: Anita Pine, WI. 7-3000. Best Publicity: Gay Stearns, PL. 9-2000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BEST & COMPANY	HOTEL PIERRE COTILLION ROOM
Cancelled Nov. 10	NETTIE ROSENSTEIN-BONWIT TELIER LUNCHEON SHOW, ORIGINALLY SCHEDULED FOR NOV. 10 AT WALDORF-ASTORIA, HAS BEEN CANCELLED.		
Wednesday Nov. 10 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Showing of fur collection. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Dir.: Madeleine Riordan, EL. 5-3000.	ARONOWICZ FURS	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Nov. 10 4:00 P.M.- 6:00 P.M. Cocktails	NATIONAL JUNIOR DRESSMAKING CONTEST Selection of outstanding teenage home seamstresses of the U.S. and Canada. Fashion show and awarding of prizes to four national winners of Junior Dressmaking Contest. By invitation only. Publicity: Anne Cunningham, Young & Rubicam, 285 Madison Avenue, MU. 9-5000.	SINGER SEWING MACHINE CO.	SAVOY PLAZA HOTEL GOLD ROOM
Wednesday Nov. 10 4:00 P.M.- 6:00 P.M.	PREVIEW OF EUROPEAN DECORATIVE ARTS Informal reception and preview (in advance of the official opening) of the Metropolitan Museum's thirty new galleries of European Decorative Arts and four new 18th Century period rooms. New members of the League will be honor guests. Admission: \$2.00 per person. Contact: Josephine M. Brush, MU. 7-8122.	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	MET. MUSEUM OF ART FIFTH AVE. & 81ST ST.
Beginning Wednesday Nov. 10	OPENING OF SPRING COLLECTION Janice Milan and Pezzuto Inc. will show their Spring collection, designed by Mildred Orrick, at continuous daily showings. Contact: LO. 4-7940.	JANICE MILAN & PEZZUTO, INC.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Beginning Wednesday Nov. 10	SPRING COAT AND SUIT COLLECTION Continuous daily showings. Contact: WI. 7-7330.	DEITSCH & CONTI, INC.	491 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Nov. 11	ARMISTICE DAY (Thursday).		
Thursday Nov. 11 12:00 Noon Luncheon	HOME FURNISHINGS LUNCHEON MEETING "The Fine Italian Hand"--furnishings, fashions, display. Speakers: James Marston Fitch, Columbia University; Olga Gueft, editor, "Interiors"; Enrico Peressutti, architect from Milan. Showing of Triennale Slides - commentator: Louis Goodenough, editor "Retailing Daily". Italian Import showing - commentator: Miriam Lippincott, fashion consultant. Exhibition of imports in the Foyer, 11:30 A.M. to 3:00 P.M. Co-chmn: Margaret Hockaday, Hockaday Assoc.; Louise Nickerson, The Murrill Co. Price: \$7.50. members; \$8.00, guests. Contact: Fashion Group, 9 Rockefeller Plaza, CI. 7-3940. Publicity: Ruth Hammer Assoc., 2 W. 59 St., EL. 5-7872.	FASHION GROUP; NAT'L HOME FASHIONS LEAGUE	WALDORF-ASTORIA BALLROOM
Thursday Nov. 11 1:00 P.M. Luncheon	HAND-KNIT FASHIONS DURING LUNCHEON Susan Levrant will show her collection of custom-made hand-knit fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Susan Levrant Publicity and Plaza Fashion Dir.: Mary Alice Rice, CI.6-1790.	SUSAN LEVRANT (108 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday Nov. 11 4:00 P.M. Cocktails	PRESS PARTY AND MILLINERY SHOW Reggie of Wilshire will meet the press and present a brief showing of Spring hats. By invitation only. Publicity: Maud G. Moody, LE. 2-5562.	REGGIE OF WILSHIRE	65 WEST 39TH STREET SHOWROOM - 20TH FLOOR
Thursday Nov. 11 5:00 P.M. Cocktails	PREVIEW OF IRISH LINEN PRINTS John McGuire of Dublin will present Irish linen prints for the home. By invitation only. Contact: Mary Goodfellow, MU. 8-3787.	ISABEL SCOTT (17 E. 53RD ST.)	127 EAST 64TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Nov. 11	SPRING COAT AND SUIT COLLECTION Monte-Sano and Pruzan will present their Spring coat and suit collection. By appointment only. Contact: JU. 2-2317.	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
Friday Nov. 12 8:30 P.M. Dinner- Dance	FIFTH ANNUAL "FAN BALL" FOR CANCER FUND Women guests will carry fans; and fans will be used as costume accessories in an elaborate pageant "Golden Shadows", underwritten by Parfums Evyan and produced by Lester Gaba. Honorary Chairman: Mrs. Dwight D. Eisenhower. Chairman: Mrs. Herbert T. Mundin, LE. 5-4340. Tickets: \$35.00. Contact: Tappin & Tew, 38 E. 57th St., PL. 1-2644.	CHILDREN'S MEMORIAL CANCER FUND, INC.	HOTEL PLAZA BALLROOM
Beginning Monday Nov. 15 9:00 A.M.- 12:00 Noon	PREVIEW OF SPRING FASHIONS Fashions from "Charm" February-March "More Power In Your Pay Check" issues. Daily showings from 9:00 A.M.-12:00 Noon, and 2:00-5:00 P.M. For special group appointments, contact: Mrs. Marion Harris, PL. 9-2080.	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 20TH FLOOR
Monday Nov. 15 2:30 P.M.	OPENING OF SPRING COLLECTION Spring collection at 2:30 P.M. daily. Contact: CH. 4-4600.	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Monday Nov. 15 3:00 P.M.	PREVIEW OF SPRING DRESSES FOR JUNIORS Preview for press and buying offices. By invitation only. Trade showings, beginning Tues., Nov. 16 at 3:00 P.M.; daily thereafter at 10:30 A.M. and 3:00 P.M. Contact: Ray Horwitz, LO. 4-1860.	JACK HORWITZ ASSOCIATES	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday Nov. 16 9:30 A.M. Coffee	PRESS PREVIEW OF RESORT FASHIONS Saks Fifth Avenue will present "Voyager" spectator Sportswear. By invitation only. Publicity: Carolyn Haight, PL. 3-4000, Ext. 7064.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Tuesday Nov. 16 9:30 A.M. Breakfast	PRESS PREVIEW OF NEW "SCANTIES" Introduction of full-length corselet and attached petticoat. By invitation only. Contact: Jean Gordon, WA. 4-0954.	MODEL BRASSIERE CORP. (358 FIFTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Beginning Tuesday Nov. 16 10:30 A.M.	OPENING OF SPRING COLLECTION Sylvan Rich will present the Martini Diminutives and Leisure Spring collections at 10:30 A.M. daily. Contact: LO. 4-0616. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Tuesday Nov. 16 11:30 A.M.	OPENING OF SPRING COLLECTION Showing of Spring collection by Rappi of Junior Formals at 11:30 A.M. and 3:00 P.M. daily. Contact: William Durland, LO. 5-2626.	JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Beginning Tuesday Nov. 16 12:00 Noon	SHOWING OF SPRING DRESSES & "SEPARABLES" Sam Friedlander will show his Spring dresses and "Separables" on Tuesday, Wednesday and Thursday at 12:00 Noon. Contact: PE. 6-2663.	SAM FRIEDLANDER, INC.	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 16 12:30 P.M. Luncheon	HOLIDAY AND RESORT FASHIONS AT LUNCHEON Jay Thorpe will present Holiday and Resort fashions by Martini. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity--Jay Thorpe: Jane Negbaur, JU. 6-1000; Martini: Mildred Kaldor, MU. 9-5420. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	JAY THORPE	WALDORF-ASTORIA EMPIRE ROOM
Beginning Tuesday Nov. 16 1:00 P.M.; 1:30 P.M.	OPENING OF SPRING COLLECTIONS Showing of Elfreda's Spring collection at 1:00 P.M. daily; Pierre Balmain at 1:30 P.M. Elfreda contact: Marilyn Carroll; Balmain contact: Dorothy Smith, CH. 4-2659. Publicity: Gladys Steiner, MU. 9-1630.	ELFREDA, INC.; PIERRE BALMAIN, N.Y.	498 SEVENTH AVENUE SHOWROOM - 18TH FL.
Tuesday Nov. 16 2:30 P.M.	OPENING OF SPRING COLLECTION Showing of Pauline Trigere's Spring collection at 2:30 P.M. on Nov. 16, 18, 19, 23, 24. By reservation only. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FL.
Tuesday Nov. 16 4:00 P.M.- 6:00 P.M. Cocktails	PREVIEW: CHILDREN'S SWIMWEAR COLLECTION Catalina will present their children's swimwear collection to the press, local and out-of-town buyers. <u>Showing promptly at 4:45 P.M.</u> By invitation only. Publicity: Virginia Dickson at Catalina, LA. 4-8017.	CATALINA, INC. (358 FIFTH AVENUE)	SHERRY NETHERLAND CARNAVAL ROOM
Beginning Tuesday Nov. 16	OPENING OF RESORT AND SPRING COLLECTION Resort and Spring wholesale collection of daytime, cocktail and evening dresses. By appointment. Contact: Ruth Lynford, EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Wednesday Nov. 17 12:30 P.M. Luncheon	PAULINE TRIGERE'S FASHIONS AT LUNCHEON Fashions by Pauline Trigere, available at Bonwit Teller, will be shown at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	BONWIT TELLER	HOTEL PIERRE COTILLION ROOM
Wednesday Nov. 17 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY COUNTESS ALEXANDER Dresses for cocktail wear will be presented during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. De Pinna Publicity: Claire McIntosh, MU. 8-2000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	DE PINNA	WALDORF-ASTORIA EMPIRE ROOM
Wednesday Nov. 17 5:00 P.M.- 7:00 P.M. Cocktails	COLOR HIGHLIGHTS IN "COIF-FEURS AND FURS" Presentation of color highlights in coif-feurs, blended to match Esther Dorothy's shades in furs, at a North Pole buffet and cocktail party by Mr. Carl of the Hotel Commodore (branch of St. Moritz beauty salon.) By invitation only. Publ: Agnethe Tryde, 1 W. 67th St., EN. 2-6700, Ext. 413.	CARL OF THE COMMODORE	HOTEL COMMODORE
Thursday Nov. 18 9:00 A.M. Breakfast	PRESS PREVIEW OF HOSIERY FASHIONS "Dress for the Stocking"--preview of the new textures, patterns, colors and color reflections in hosiery. <u>Showing at 9:30 A.M.</u> By invitation only. Contact: Helen Sisson at Phoenix, PE. 6-6868.	PHOENIX HOSIERY CO. (350 FIFTH AVENUE)	HOTEL PIERRE BALLROOM FOYER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Nov. 18 9:30 A.M.	PREVIEW OF NEW WALL COVERINGS Timbertone Decorative Co. will present their new 1955 collection of Texture Tones (3 dimensional textured wall coverings) and scenics on Timbertone. By invitation. Publicity: Maurice Murray, Pace Advertising, OX. 5-1133.	TIMBERTONE DECORATIVE COMPANY	50 EAST 53RD STREET MAIN FLOOR
Thursday Nov. 18 12:30 P.M. Luncheon	"WOOL GATHERING" FOR THE PRESS The press will meet creators of Strathmore's fashions in woolens. By invitation only. Publicity: Pauline Parker, Maybruck Assoc., LE. 2-9994.	STRATHMORE FABRICS	HOTEL PIERRE ROOF GARDEN
Thursday Nov. 18 1:00 P.M. Luncheon	EVENING FASHIONS AT LUNCHEON SHOW Russeks will present evening fashions and furs. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Russeks Publicity: Florence Lord, WI. 7-1900. Plaza Fashion Dir., Mary Alice Rice, CI. 6-1790.	RUSSEKS FIFTH AVENUE	HOTEL PLAZA PERSIAN ROOM
Postponed Nov. 18	ROSECREST MFG. CO. SPORTSWEAR SHOWING, ORIGINALLY SCHEDULED FOR THURS., NOV. 18, HAS BEEN POSTPONED TO TUES., NOV. 23 AT 2:30 P.M. (See Page 10).		
Beginning Monday Nov. 22 10:30 A.M.	OPENING OF SPRING COLLECTIONS Showing of Spring collections by Anne Fogarty of Margot Dresses, 10:30 A.M. and 4:00 P.M.; and Madeleine Fauth of Arkay Junior Frocks at 10:30 A.M. and 2:00 P.M. Contact: William Durland, LO. 5-2626.	MARGOT DRESSES & ARKAY JUNIOR FROCKS	498 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Monday Nov. 22 1:00 P.M. Luncheon	BOUTIQUE AND FUR FASHIONS AT LUNCHEON Showing of blouses, skirts and dresses by Valia; and Maison Leon's fur fashions. Press by invitation. Public by reservation; contact: PL. 9-3000. Ext. 176. Publ. and Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	VALIA'S BOUTIQUE & MAISON LEON FURS, LTD.	HOTEL PLAZA TERRACE ROOM
Monday Nov. 22 4:00 P.M.- 8:00 P.M. Cocktails	ANTIQUE JEWELS AND NEW DESIGNS Charles Walker--Petit Musée collection of antique jewels and original new designs, as well as "Diamonds U.S.A." award-winning ring. By invitation only. Contact: Charles Walker, PL. 3-3997.	CHARLES WALKER-- PETIT MUSEE, LTD.	16 WEST 58TH STREET
Tuesday Nov. 23 9:15 A.M. Breakfast	PREVIEW: RESORT & CRUISE COLLECTION Martha, Inc. of Southampton and Palm Beach will present their Resort and Cruise ready-to-wear and custom-order collection of daytime, cocktail and evening dresses with designs by Miss Lynn. By invitation. Publicity: Van der Hotaling, 4 East 36th St., MU. 3-6923.	MARTHA, INC.	501 MADISON AVENUE (AT 52ND ST.)-12TH FL.
Tuesday Nov. 23 11:00 A.M.	PRESS PREVIEW: GIFTS AND ACCESSORIES Christmas gifts and accessories will be presented at a preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Nov. 23 12:30 P.M. Cocktails- Luncheon	PRESS PREVIEW OF B.G.E. ORIGINALES A showing of the Spring button line, with special emphasis on original de- signs from England, France, Italy, Holland, Austria and Western Germany. By invitation. Contact: Robert F. Boschen, Bailey, Green & Elger, MU. 4-3260	BAILEY, GREEN & ELGER (136 MADISON AVENUE)	WALDORF-ASTORIA ASSEMBLY SUITE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Nov. 23 2:30 P.M. Dessert	PREVIEW OF "CREST LINEN" SPORTSWEAR Presentation of Rosecrest's new "Crest Linen" sportswear collection of coordinates and skirts, in new fashion colors. For press and resident buyers, by invitation only. Visiting buyers by reservation. (<u>Note</u> <u>Change of Date</u>). Contact: Leon Rosenberg, CH. 4-5584.	ROSECREST MFG. CO.	1407 BROADWAY SHOWROOM - 34TH FLOOR
Tuesday Nov. 23 8:00 P.M. Dinner- Dance	"PARTY OF THE YEAR" FOR COSTUME INSTITUTE "The Crystal Ball"--seventh annual "Party of the Year" for benefit of Costume Institute of the Metropolitan Museum of Art. Entertainment by members of the fashion industry. Chairman of executive committee: Dorothy Shaver. Reservations: \$60.00 each; contact: Mrs. Mildred Wincor, Costume Institute, Metropolitan Museum, TR. 9-5500.	COSTUME INSTITUTE-- MET. MUSEUM OF ART	WALDORF-ASTORIA GRAND BALLROOM
Friday Nov. 26 2:30 P.M.	JUNIOR FASHION PRESENTATION Showing of Junior coats, suits, dresses and Holiday fashions. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH FLOOR JUNIOR TOWN
Tuesday Nov. 30 12:00 Noon Luncheon	READY-TO-WEAR LUNCHEON MEETING The Fashion Group will have its Resort and Spring ready-to-wear luncheon meeting. (Price and more details later.) Co-Chmn.: Adelia Bird Ellis, Forstmann Corp.; Alice Burrows, T. Eaton & Co. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Tuesday Nov. 30 2:30 P.M.	RESORT FASHIONS BY HENRY ROSENFELD Russeks will present Resort fashions by Henry Rosenfeld. Press invited. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	7TH FLOOR
Friday Dec. 3 3:00 P.M.	FASHION BENEFIT. IN PALM BEACH Invited members of the press, celebrities and sponsoring companies -- Celanese Corp. of America, Field & Flint, Gotham Hosiery, Palm Beach Co., J. & J. Slater -- will be guests of Spelman Prentice, owner of La Coquille. By invitation only. La Coquille Fashion Co-ordinator: Kathleen Low. Publicity: Ruth Ackerman at Robert S. Taplinger & Assoc., 608 Fifth Ave., PL. 7-8040.	PALM BEACH COUNTY CRIPPLED CHILDREN'S SOC.	LA COQUILLE PALM BEACH, FLORIDA
Monday Dec. 6 9:30 A.M. Breakfast	"FIGURE FLATTERY IN DUPLICATE" Rubber Fabrics Company will invite press and resident buying offices to advance preview of "shape insurance" made with Brafoam by leading American manufacturers. Twin models will coordinate these bras with high fashions. By invitation only. Publ.: Albert Millet, 261 Fourth Ave., GR. 7-6610.	RUBBER FABRICS CO., BRAFOAM SUPPLIERS	HOTEL PIERRE COTILLION ROOM
Tuesday Dec. 7 12:30 P.M. Luncheon	FASHIONS BY LEADING CANADIAN DESIGNERS The Association of Canadian Couturiers, in cooperation with the Canadian Government, will present fashions and accessories from 12 leading de- signers -- with Canadian models. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ASSOCIATION OF CANADIAN COUTURIERS	HOTEL PIERRE COTILLION ROOM

MOVIES...MUSIC...THEATRE...BALLET...OPERA

- Monday
Nov. 8
8:00 P.M. FIRST WEEK: METROPOLITAN OPERA MET. OPERA HOUSE+ 39TH ST. & B'WAY
Mon.. Nov. 8: Scenes from AIDA, LA BOHEME, BARBER OF SEVILLE,
PROLOGUE TO PAGLIACCI. Thurs.. Nov. 11: Wagner's DIE MEISTERSINGER.
Fri.. Nov. 12: Rossini's BARBER OF SEVILLE. Sat.. Nov. 13: Puccini's
MADAME BUTTERFLY. Publicity: Francis Robinson, PE. 6-1200.
- Wednesday
Nov. 10 PREMIERE: "PHFTT" (Movie) LOEW'S STATE, BROADWAY & 45TH STREET
Columbia Pictures' romantic comedy of marital mixup starring Judy Holliday,
Jack Lemmon, Jack Carson and Kim Novak, with Luella Gear, Donald Randolph,
Donald Curtis. Producer: Fred Kohlmar. Director: Mark Robson. Costumes:
Jean Louis. Columbia Publicity: Hortense Schorr, CI. 5-5000.
- Thursday
Nov. 11 PREMIERE: "AIDA" (Movie) LITTLE CARNEGIE, 146 WEST 57TH STREET
Sol Hurok will present Verdi's "Aida" in Ferraniacolor, released by the
I.F.E. Releasing Corp., with Sophia Loren as Aida - sung by Renata Tebaldi;
Los Maxwell as Amneris - sung by Ebe Stignani; Luciano Della Marra as
Radames - sung by Giuseppe Campora. Producers: Ferruccio de Martino and
Federico Teti. Director: Clemente Fracassi. Costumes: Maria De Matteis.
I.F.E. Contact: Marjorie Thirer Geiss, LO. 4-4843.
- Tuesday
Nov. 16 OPENING: "WEDDING BREAKFAST" 48TH STREET THEATRE, 158 W. 48TH ST.
Kermit Bloomgarden's new comedy-drama by Theodore Reeves with Lee Grant,
Harvey Lembeck, Anthony Franciosa, Virginia Vincent. Director: Herman
Shumlin. Settings: William and Jean Eckart. Costumes: Edith Luytens.
Publicity: James Proctor, VA. 6-5084.
- Wednesday
Nov. 17 OPENING: "THE LIVING ROOM" HENRY MILLER'S THEATRE, 124 W. 43RD ST.
Gilbert Miller and Donald Albery will present Barbara Bel Geddes in a new
play by Graham Greene with Walter Fitzgerald, Ann Shoemaker, Michael
Goodliffe, Nora Nicholson. Director: Hugh Hunt. Scenery, costumes,
lighting: Raymond Sovey. Publicity: Richard Maney, CI. 7-4646.
- Thursday
Nov. 18
8:30 P.M. PREMIERE: "THE LAST TIME I SAW PARIS" (Movie) CAPITOL THEA., B'WAY AT 51 ST.
MGM Technicolor romantic drama based on F. Scott Fitzgerald's short story
"Babylon Revisited" starring Elizabeth Taylor, Van Johnson, Donna Reed,
Walter Pidgeon with Eva Gabor and Kurt Kasznar. Producer: Jack Cummings.
Director: Richard Brooks. Costumes: Helen Rose. Music: Jerome Kern.
Lyrics: Oscar Hammerstein II. For the benefit of the North Shore Hospital,
Manhasset, L.I. and the New York Infirmary. MGM Publicity: Herbert Crooker
or Frances Lane, JU. 2-2000.
- Tuesday
Nov. 23 OPENING: "SANDHOG" PHOENIX THEATRE, 12TH ST. & 2ND AVE.
T. Edward Hambleton-Norris Houghton, by special arrangement with Rachel
Productions, Howard Da Silva, Arnold Perl, present a musical play by
Earl Robinson and Waldo Salt based on Theodore Dreiser's "St. Columba and
the River" with David Brooks, Jack Cassidy, Alice Ghostley, Betty Oakes.
Director: Howard Da Silva. Settings & Lighting: Howard Bay. Choreography:
Sophie Maslow. Publicity: Sam Friedman, PL. 7-4380.
- Wednesday
Dec. 1 OPENING: "MRS. PATTERSON" NATIONAL THEATRE, 208 WEST 41ST ST.
Leonard Sillman will present Eartha Kitt in a new play, with music by
Charles Sebree, Greer Johnson, Enid Markey. Featuring: Ruth Attaway,
Alonzo Bosan, Vinnie Burrows, Terry Carter. Director: Guthrie McClintic.
Songs and incidental music: James Shelton. Setting and costumes: Raoul
Pene Du Bois. Publ.: Bill Doll, WI. 7-2386.